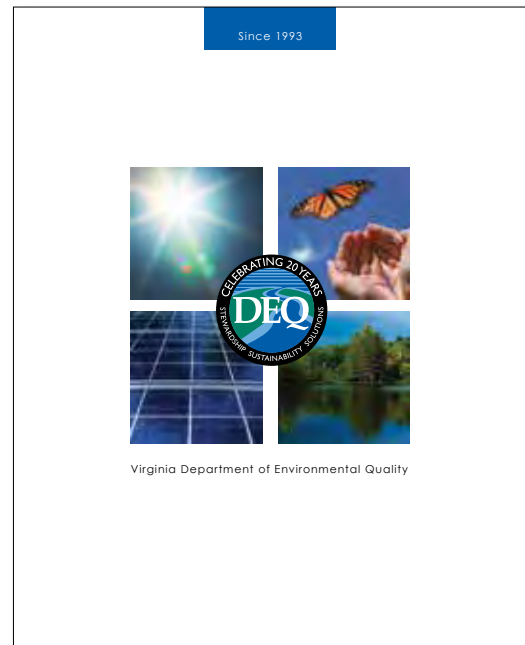
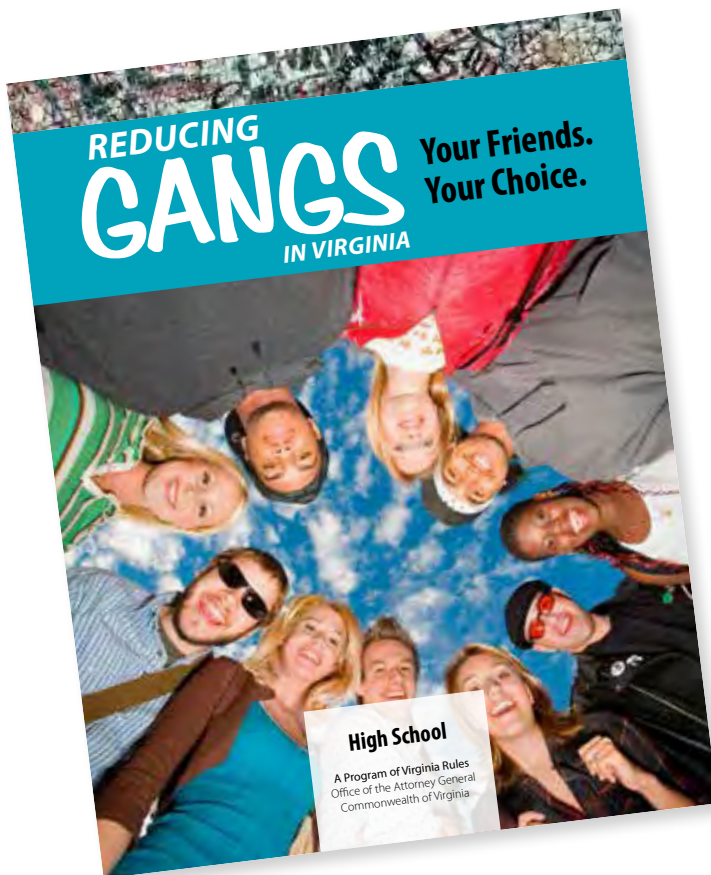


## YOUR ONE-STOP DESIGN SHOP

Whether you need concept, design and project management for a public outreach campaign or a new display banner, the Office of Graphic Communications (OGC) is an effective and economical choice.

OGC is pre-qualified to provide high-quality creative services for a wide variety of projects; and, when purchasing OGC services agencies avoid the costs associated with conducting a competitive procurement process. Agencies reduce costs because OGC's service fees are lower than those charged by private sector providers with similar experience.

OGC also provides graphic design consultation and project management for government representatives who have limited resources for procurement of creative services. This ensures quality services are provided and budgets and resources are well managed.



### Customers

- State agencies
- Local governments
- Non-profit organizations

### Services

- Research and concept development
- Project management
- Budget projections
- Copywriting and editing
- Graphic design and art direction
- Illustration and photography
- Web graphics and development
- Print and production management

### Projects

- Outreach campaigns
- Logos and identity systems
- Brochures and fliers
- Web graphics
- Annual reports and strategic plans
- Economic development publications
- Magazines and books
- Training and conference materials
- PowerPoint presentations
- Posters and Ads

### Satisfaction

The best indication of customer satisfaction is a customer referral. A 2015 customer survey reveals that 100% of respondents rated their overall experience working with OGC as satisfied or highly satisfied and 95% would recommend OGC services to colleagues.

### Savings

- OGC bills at a flat fee of \$75 per hour.
- OGC handles all phases of the project or just those you need.
- OGC provides consultation for procuring outside services such as website development or printing so that the scope of work is clearly defined for bidding purposes.
- Preliminary estimates for grant proposals are provided free of charge.
- A royalty-free digital photo library saves costs.
- Extensive file archives eliminates the need and cost to recreate documents.



### Expertise

As a graphic design and communications expert, the OGC director has worked with the Governor's office, state agency representatives, and private partners as the creative lead for numerous projects and statewide initiatives including the creation of the Office of the Attorney General, Virginia Rules Instructor's Kit and website, the Governor's Office New Parent Kit, and the Shenandoah Valley Energy Partnership marketing materials and website. The OGC director also served on the Executive Committee for the Civil Rights Memorial Symposium and Dedication providing consultation on communication strategy, event planning and fundraising as well the design of the informational and promotional materials.

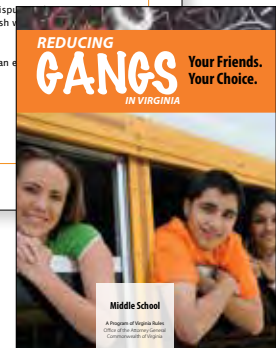
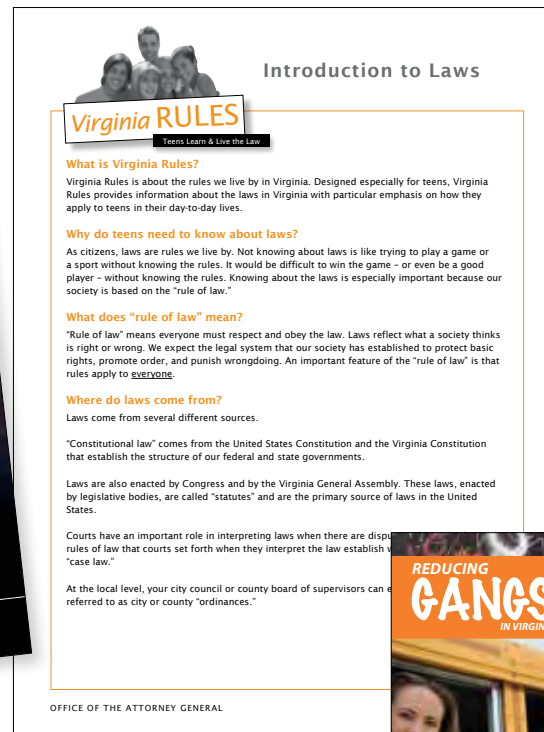
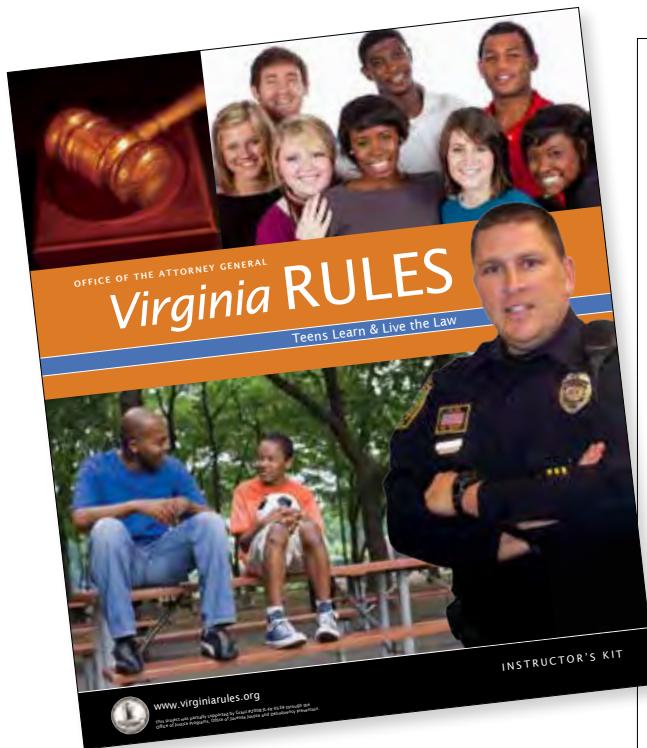
For a presentation of OGC's portfolio or to discuss a new project, contact the Director, Paris Ashton at [paris.ashton@dgs.virginia.gov](mailto:paris.ashton@dgs.virginia.gov) or 804/371-8359.

Office of Graphic Communications  
DGS Director's Office  
1100 Bank Street, Suite 420  
Richmond, Virginia 23219

Chris Beschler  
DGS Director

Joe F. Damico  
DGS Deputy Director

Paris Ashton  
OGC Director



**Customer:** Office of the Attorney General

**Project:** Virginia Rules Program

**Products:** Visual identity, instructors kit, student handouts and workbooks, website development, marketing brochure and "How to Host a Camp" guide

**Purpose:** The purpose of Virginia Rules is to educate young Virginians about Virginia laws and help them develop skills needed to make sound decisions, to avoid breaking laws, and to become active citizens of their schools and communities.





## Advocacy in Motion

A GUIDE TO IMPLEMENTING THE  
*Standards to Govern the Performance  
of Guardians Ad Litem for Children*



COURT IMPROVEMENT PROGRAM  
Office of the Executive Secretary  
Supreme Court of Virginia

**Customer:** Court Improvement Program  
Office of the Executive Secretary  
Supreme Court of Virginia

**Project:** A Guide to Implementing the  
Standards to Govern the Performance  
of Guardians Ad Litem for Children

**Purpose:** The purpose of this guide is  
to provide attorneys serving as a GAL  
with a comprehensive approach for child  
representation and practice tips.



### A. Meet face-to-face and interview the child.

**COMMENT:** The first duty of the GAL is to establish a relationship with the child client, as an attorney would with any client. This interview should be conducted face-to-face at a time and place that allows the GAL to observe the child and ascertain: the child's wishes, the safety and adequacy of the child's current placement, and the need for further testing, evaluation or interim judicial relief. Such interviews are best conducted on a date prior to the first court appearance and at a location other than the courthouse. It is important to meet with the child in a private setting, such as the GAL's office, the child's home, school or placement, away from the litigants so that the child can talk openly.

There should be sufficient time between the interview and court appearances for the GAL to fully analyze the information gleaned, take appropriate actions and formulate meaningful arguments and recommendations.

The content and direction of the interview should take into account the child's age, maturity and potential stress created by the circumstances of the case and prior interviews, especially in cases involving allegations of sexual or other abuse. In such cases, GALs should rely upon videotapes of forensic interviews or attend interviews of the child conducted by trained experts rather than conducting their own independent investigation and interviewing the child about the facts of their alleged victimization.

As appropriate, children should be encouraged to articulate their concerns and views. In custody and visitation cases, care should be taken so that the child never feels compelled to state a preference or choose between parents or placements.

In juvenile delinquency, child in need of supervision, child in need of services, and status offense cases, the GAL should exercise caution when talking to the child about the circumstances of the offense and advise the child about the limitations on confidentiality that may apply.

Young children present a challenge, but the age and verbal ability of the child do not abrogate the responsibility to meet face-to-face with the child. In meetings with young children, and with children with limited language abilities or those with disabilities, the GAL will rely much more heavily on observation. Conducting such meetings at the child's home or placement allows the GAL to observe the surroundings and the child's interactions with others, as well as to interview the child's caretaker.

If the child expresses wishes that are contrary to the GAL's assessment of the child's interests and welfare, the GAL is obligated to inform the court of these wishes. If appropriate, the GAL should request that an attorney be appointed to serve as counsel for the child. If the child is uncooperative or appears to have been influenced by a parent or custodian, the GAL should inform the court of these circumstances.

12 ADVOCACY IN MOTION

### PRACTICE TIPS

- Prior to interviewing the child, speak with professionals (i.e. teacher(s) or other school officials, school guidance counselor, daycare provider(s), doctors, mental health or other health professional(s)), as appropriate, who have worked with the child. This provides the opportunity to learn about the personality and presentation of the child and any emotional, mental or physical limitations that might impact the interview process. If necessary, ask those professionals to assist with the interview.
- For younger children, be willing to "get down" on their level and build a rapport with them. Pose questions in a non-threatening manner, using concrete terminology and focused, open-ended questions that will allow the child to tell his/her story. For example, it may be appropriate for the GAL to:
  - Keep in his/her office, a basket of toys, drawing/coloring paper, coloring pens/pencils, or games to use with the child.
  - Keep in his/her office, child-appropriate drinks and foods (i.e. animal crackers, juice boxes). (Note: Before giving food to a child, always seek permission of the parent/caretaker.)
  - Create an area in his/her office that provides space to get down on the floor with the child to play and talk. It may be helpful for the GAL to avoid uncomfortable environments for the child, which may prevent open communication (i.e. the hallway at the courthouse), as well as barriers between himself/herself and the child (i.e. a desk).
  - Ask questions that begin with who, what, where, when, why, and how. Avoid suggesting answers in questions. As the attention span of younger children is less than older children, avoid long interviews. Have multiple meetings with the child of smaller duration in multiple settings (i.e. the GAL's office, the child's school, the child's therapist's office, the child's home).
  - Reaffirm to the child where the parent/caretaker will be waiting when taking the younger child to the interview room.
  - Orient the young child to the office environment by showing the young child and parent/caretaker around and, where appropriate, making introductions. This may help the child feel more comfortable.

MEET FACE-TO-FACE AND INTERVIEW THE CHILD

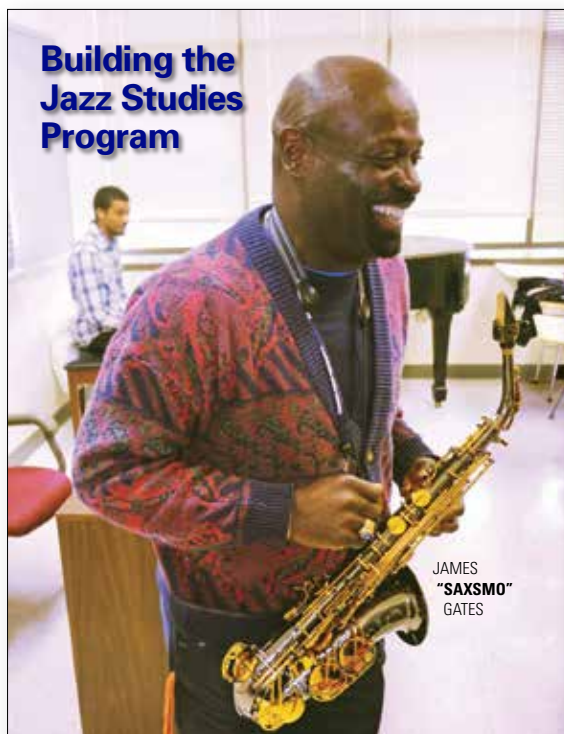
ADVOCACY IN MOTION 13



**Customer:** Virginia State University

**Project:** Alumni Magazine

**Purpose:** New publication design that includes feature articles, current events, sports calendar, donor and fundraising information, and alumni highlight.



#### IT'S TIME TO GO TO WORK!

Whether sharing the stage with a bevy of musical legends or imparting a career's worth of knowledge to students in VSU's fledgling Billy Taylor Jazz Studies Program, James "Saxsmo" Gates approaches the task at hand with a passion that flows as rhythmically as notes through his alto sax.

To say Gates was born with a saxophone in his hand is not exactly true. He was first exposed even before his birth, when his father, James "Boo" Gates would play his horn into Mother Della Mae's pregnant belly. Music was an ever welcome guest in the Gates household. Like his son, Boo Gates played saxophone and Della Mae danced at Harlem's Cotton Club in the legendary venue's 1940s heyday.

**"When you have people who help you and have high expectations, it's inspiring ..."**

"When the gigs ended for the night, the party came to our house," Saxsmo laughs. "I grew up with music playing every night. I definitely came by my music honestly."

While growing up around music, in his youth, Saxsmo was equally enamored with sports, especially baseball. With his family now in Richmond, Saxsmo divided his time between baseball and music practice. While an accomplished ball player, his coach, Ethan Pitts, recognized a talent beyond the baseball diamond. "He let me practice before baseball," Saxsmo says. "He had me play on the bus to games."

It was Coach Pitts who steered Saxsmo to Virginia State University, where he arrived on a full music scholarship. "When you have people who help you and have high expectations, it's inspiring," Saxsmo says.

Those expectations played out in near-constant practice that eventually led Saxsmo to the Berklee School of Music in Boston. One of the first fellow students he met was another saxophone prodigy. Little did Saxsmo know that the young, fellow saxman with the big smile and outstretched hand was a descendant of New Orleans jazz royalty. Today, Saxsmo and Branford Marsalis remain tight friends. Marsalis is artist-in-residence at North Carolina Central University (NCCU), where Saxsmo earned his master's degree. "I hope we can become a sister school to (NCCU)," he says.

The quality of the Jazz Studies Program at NCCU, and the artist-in-residence concept are efforts Saxsmo hopes to duplicate at VSU. With the full support of the Virginia State administration, Saxsmo is poised to lead the Billy Taylor Jazz Studies Program to excellence.

Before his passing in 2010, Billy Taylor, Virginia State Class of 1942, was known as The Distinguished Ambassador of Jazz to the World. Following his death, Taylor donated his musical collection to Virginia State University. This treasure trove of knowledge is helping establish VSU one of the top research centers on jazz in the United States. A stipulation in the donation was that his Alma Mater establish a jazz studies program.

Enter Saxsmo Gates. VSU Provost W. Weldon Hill, himself an accomplished pianist, sought out Saxsmo because, he says, "James' passion for the great American art form called jazz is unsurpassed by anyone else in consideration. His passion for the students we serve and for VSU in general were equally compelling. Moreover, James is a consummate artist, having played with any number of nationally celebrated artists; and he has garnered a name of influence in, and of, himself."

Under Saxsmo's leadership, Dr. Hill says the VSU Jazz Studies Program will bring increased recognition to the Music Department and University as a whole. "We would like to become a full-fledged Jazz Studies Major and to increase enrollment in the Music Department twofold over the next three to five years," he says. "Also, this program has the potential to be the premier jazz studies program at any public school in the region because of the unique talents of the faculty and staff."

Saxsmo's goal for the VSU program is nothing short of "making this program one of the best in the South." To accomplish this lofty goal, he'll need to call upon his allies within and around the music world. "Branford (Marsalis) will be here," he says. "Billy Kileon will be here. The Richmond Jazz Society has partnered with VSU. We have to have these people and groups behind us to be successful."

But, Saxsmo has found, jazz has followers, and he has allies, in the most unlikely of places.

"The Ambassador of Romania visited campus last year and we heard she loved jazz," he says. "I thought 'where should I take her?' I realized, 'hey, we do it right here!' The resultant jam session, complete with the Ambassador crooning 'On a Clear Day' led to an invitation for Saxsmo and some VSU students to visit Romania and other European countries in Spring 2014. "Jazz," he says, "is so well respected and received worldwide."

International opportunities aside, Saxsmo's intends to teach his students music "from the top down." To him, this means each member of the faculty actively participates in music. "We'll teach not by talking, but by playing," he says. The playing, though, is only part of the performance – and the education. "We'll show students how to dress, hold a mic, about the history, why jazz is important."

CONTINUED ON PAGE 12 >

VIRGINIA STATE UNIVERSITY MAGAZINE WINTER 2014 11

Since 1993



Virginia Department of Environmental Quality

**Customer:** Virginia Department of Environmental Quality

**Project:** 20th Anniversary Materials

**Purpose:** To recognize the DEQ accomplishments and incorporate an updated brand identity that includes a revised logo, summary report, PowerPoint presentation, timeline banner, exhibit display panels and general brochure.



2 Virginia Department of Environmental Quality 20th Anniversary Report

#### Water Quality and Supply

To ensure safe recreation and a diversity of aquatic life, DEQ sets water quality standards and monitors the types and amounts of pollutants that may be discharged into Virginia's waters. As of 2012, 51 waterways, 264 miles of rivers and streams, 2,710 acres of lakes and reservoirs, and 4 square miles of estuary have been classified as "fully restored." In addition, 29 streams around the state are now classified as "exceptional waters." Because these waters are protected against new and increased pollution discharges, they are able to sustain flourishing aquatic habitats, and also serve as ideal recreational areas.

To ensure wise use of our finite water supply, DEQ works in partnership with affected stakeholders to identify sources of surface and ground water, monitor availability, document current levels of water use, and plan for meeting future expectations for these water sources. Such responsibilities have become increasingly necessary as all Virginia localities now utilize water supply plans. To balance these sometimes competing, ever increasing uses of the state's water supplies, DEQ relies on active, ongoing scientific research, effective stakeholder engagement and collaborative modeling.

#### Waste Management

DEQ works to uphold the regulations that govern solid waste management, including: reuse, recycling, storage, treatment and disposal. For example, since the founding of the agency in 1993, the number of tire piles has gone down considerably thanks to an aggressive cleanup effort. Abandoned tire sites, which once numbered more than 1,300 statewide, have declined to less than 130, all of which are relatively small piles.

The quality and operation of landfills has been a cause for concern over the last 20 years. Older landfills do not meet modern design standards, while many leaked contaminants into the land and ground water. Landfill production standards have since been heightened and designs have been improved, making waste management facilities safer and more protective. In addition, 85 percent of hazardous waste facilities (103 out of 120) now meet all human health standards, and more than 30,000 leaky petroleum sites have been cleaned.



**1996**  
DEQ launches its site on the World Wide Web, focusing on providing environmental information requested by the public.

**1997**  
Virginia creates the Water Quality Improvement Fund, authorizing grants for nutrient removal at publicly owned treatment plants in the Chesapeake Bay watershed.

**1998**  
DEQ begins "Air Check Virginia," an enhanced vehicle emissions inspection program for Northern Virginia.



Virginia Department of Environmental Quality 20th Anniversary Report 3

#### Coastal Zone Management

Over the last 20 years, the Coastal Zone Management Program (CZM) has demonstrated how partnerships can overcome great challenges and result in significant successes that benefit Virginia's coastal resources and economy.

Alongside other natural resource agencies and local governments, DEQ takes a leading role in a valuable partnership that finds innovative and resourceful ways to preserve the Commonwealth's abundant yet fragile coastal resources. The contributions of the CZM program are helping revitalize the unique characteristics and ecological health of Virginia's coast. Over its 25-year history, the program has fostered a dramatic 5,000-acre increase in eelgrass habitat and hundreds of acres of oyster reef habitat on Virginia's Eastern Shore. The CZM program is also responsible for creating dozens of new and enhanced public sites, and the acquisition of over 3,500 acres of coastal land for habitat protection.



#### The Chesapeake Bay

As one of the most challenged waters in Virginia, the Chesapeake Bay is the focus of a multi-agency cleanup effort.

Virginia's Chesapeake Bay water quality standards drive DEQ in its restoration efforts to reduce nitrogen and phosphorus. Lower levels of these pollutants ultimately mean higher oxygen levels, increased populations of bay grasses and balanced levels of algae in tidal waters. Decreased levels of pollution are making the Bay and its tributaries hospitable to a variety of living resources. Rebuilding natural habitats is equally important and has helped restore the populations of a number of species including: blue crab, striped bass, shad and oyster.

**1999**  
The Virginia Coastal Zone Management Program brings together government and private-sector partners to focus on Chesapeake Bay oyster restoration.

**2000**  
The General Assembly authorizes DEQ to regulate activities in non-tidal wetlands, helping ensure no net loss of wetlands and minimizing impacts on Virginia wetlands.

**2001**  
DEQ develops a schedule for closing unlined landfills by 2020. These closures ensure that active landfills protect human health and the environment.





**Customer:** Virginia Department of Agriculture and Consumer Services

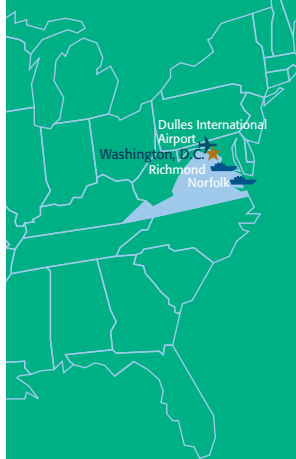
**Project:** International Marketing pocket brochure with inserts.

**Purpose:** To provide general information about importing Virginia products and direct people to the website for detailed information. Pocket holds inserts that include information about specific products. Copy is translated to multiple languages.



### Importing from Virginia

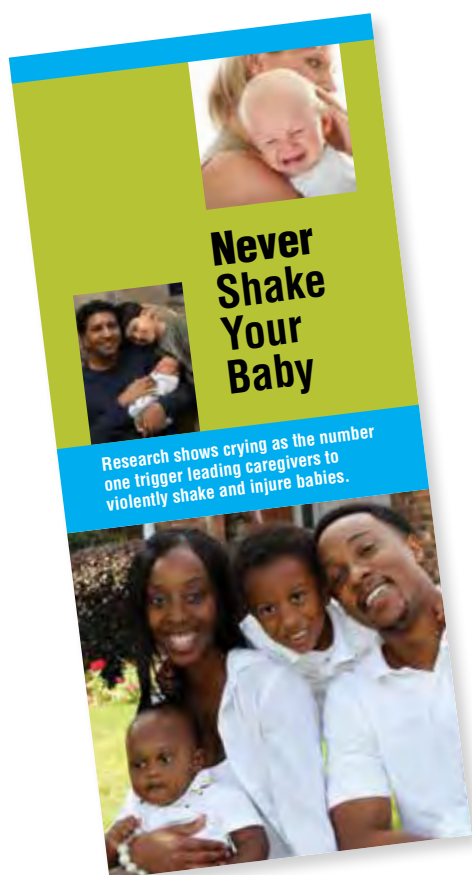
No matter where in the world you live, you aren't far from high-quality Virginia products. The state is especially well-positioned for international trade because of its bulk and container port, which is the second largest on the East Coast. In fact, almost 100 countries currently import from Virginia – and you can see why. In addition to convenient transportation options, you benefit from quality assurance, translation help, and follow-up sales support.



### Popular Products

- Hardwood logs and lumber
- Seafood
- Grains
- Livestock and genetics
- Fruit
- Soybeans (food and feed grade)
- Peanuts
- Pork
- Poultry
- Wine





**Customer:** Virginia Department of Social Services

**Project:** Never Shake Your Baby brochure

**Purpose:** To inform parents and caregivers of infants about head trauma dangers and suggestions for how to soothe a crying baby.

#### Facts about Shaken Baby Syndrome (SBS) also known as Abusive Head Trauma (AHT)

Frustration with a crying baby is the primary trigger for shaking and abusing infants. Other events include toilet training difficulties, feeding problems and interrupting an activity the adult caregiver is trying to complete.

Shaking a baby in a moment of frustration can cause serious harm or death. When an infant is shaken, the head jerks back and forth rapidly causing the brain to slam repeatedly against the inside of the skull. This happens due to the difference in size between an adult and an infant and the degree of force of shaking and impact. The resulting damage can cause permanent disability or even death.

Because babies have weak neck muscles and heavy heads, even a few seconds of forceful shaking can cause serious damage to babies and small children. Impact to the head is believed to accompany most abusive head injuries. Abusive Head Trauma (AHT) describes abusive head injury caused by both shaking and blunt impact to the infant.



#### What Happens When a Baby Is Shaken?

You knew your baby would cry. But, did you know how frustrating that crying could be when you have tried everything to comfort your baby, and she just keeps crying? No one thinks they will shake their infant, but research shows crying as the number one trigger leading caregivers to violently shake and injure babies.

**Jerking or violently shaking a baby causes more harm than dropping a baby head-first onto a hard surface from a height of several feet. The effect of the shaking can cause permanent brain damage, blindness or in up to 25% of cases, death.**

Children of any age can die from being shaken. If you suspect the baby has been injured from being shaken, take the baby immediately to the doctor.

**Because of infants' weak neck muscles and large head-to-body ratio, violent or sustained shaking can lead to:**

- Cessation of breathing and heartbeat
- Extreme irritability
- Seizures
- Limp arms and legs
- Decreased level of consciousness and vomiting
- Learning and Physical disabilities
- Partial or total blindness
- Hearing impairments
- Speech disabilities
- Cognitive disabilities
- Cerebral palsy
- Behavior disorders
- Death



#### How To Soothe Baby - And You.

Parental frustration and fatigue may make you feel like you're about to lose your cool. Don't do it.

Common triggers for shaking a child include toilet training, perceived misbehavior and crying.

To soothe baby - and you - here are some things to try:

- Make sure your baby is not wet, hungry or running a fever.
- While sitting, hold your baby across your thighs and pat his/her back gently.
- Take the baby for a walk in a stroller.
- A wind-up swing might work; monitor carefully to make sure the baby doesn't slump over.
- People - and toddlers - learn at different paces. When potty training, remember that your child really does want to please you.
- Give it a rest and step away. Make sure the baby is safe and step away for a few minutes. Chill out, breathe, call a friend.
- Remember: It's more important to stay calm than to stop the crying.



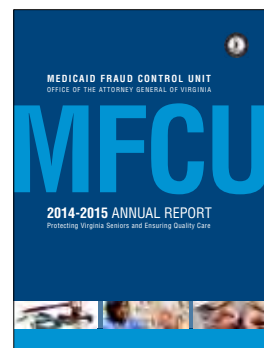
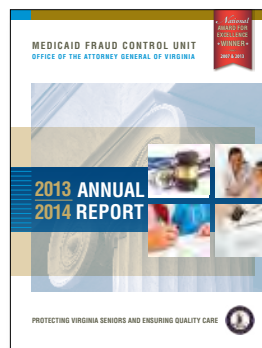
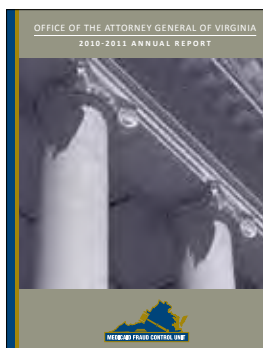




**Customer:** Office of the Attorney General Medicaid Fraud Control Unit

**Project:** 30th Anniversary Annual Report Reports from 2010-2015

**Purpose:** Report to stakeholders, partners, state legislators and the Federal government about the MFCU significant cases, financials, unit projections and personnel training.





## Beware of Threats

The spread of technology has created a class of criminal engaged in "cybercrime" – criminal activity associated with computers and the Internet – and it's proliferating. Imposters steal personal information, which they use to open credit card accounts, create insurance benefits, and pilfer retirement savings. Bullies and sexual predators use smart phones and social media sites to endanger innocent children. And every year, thieves engage in illegal activities which cost the public countless dollars and endless hours of their time.

### Mobile phones

Today's mobile devices are essentially mini computers but with far greater connectivity and accessibility. Kids can view inappropriate content and talk to strangers without parents being able to monitor their activity on smartphones, tablets, laptops and game consoles that have access to the Internet. Faceless bullies can harass and predators can stalk. And anyone's photos, videos, messages and texts can be sent around the world in a matter of seconds, all without that person's permission.

### Social media

Online platforms build relationships between people who share interests, activities, backgrounds or real-life connections. Facebook, Twitter, Instagram, kik, and LinkedIn all allow users to stay connected through messages, photos, and links. However, a tremendous amount of personal information is posted every day, and it often reaches far beyond the intended audience. While privacy settings help, technologically adept criminals can easily gain access to profiles posted online.



There are an estimated 14 cybercrime victims every second, totaling over a million people per day.



OFFICE OF THE ATTORNEY GENERAL

**Customer:** Office of the Attorney General

**Project:** Cybercrimes Brochure

**Purpose:** To educate the public about the threat of cybercrime and how to avoid becoming a victim.

## Adults Beware

### Protect Yourself

**Understand privacy settings and use them.** Only allow people you know in real life to be friends with you online.

### Pause before you post.

Even if you restrict access to your profiles, whatever you put online can be seen by your entire friend group, and they can distribute it beyond your intended audience.

### Guard your personal information.

Release your social security number only when required for tax forms, employment records, financial transactions and license applications. Give out your credit card number and personal information only when you have initiated the transaction and trust the company.

### Create difficult-to-guess passwords.

Do not use the last four digits of your social security number, birth date, middle name, or mother's maiden name.

### Play it safe with law enforcement.

In the event of identity theft, call the Attorney General's Office to obtain an Identity Theft Passport. This protects you from being detained or arrested for crimes committed by someone using your name.

**Over 80% of cybercrime is done through hacking; 69% is done with malware that is downloaded unknowingly.**

**In 82% of online sex crimes against minors, the offender used the victim's social networking site to gain information.**

### Protect Your Children

#### Build a solid, trusting relationship.

Encourage your kids to share their technological experiences. An open line of communication is effective at preventing online victimization.

#### Initiate a discussion about privacy.

Tell your kids that what they post, text, upload or send is irrevocable. Any information they put out there can be distributed without their knowledge or permission.

#### Establish rules governing technology.

Let your kids know you will be monitoring their activity online. Tell them up-front they should have no expectation of privacy. Ask what sites they visit and view any online profiles they have posted. Tell them when they are allowed to talk, text and surf the Internet on their phone.

#### Keep the home computer visible.

Prohibit use of computers in private areas of the house, such as bedrooms.



### Share passwords.

Make sure you know the password to every site your child visits.

### Watch for danger signs warning of online predators.

Become suspicious if your child is secretive or obsessive about being online, changes screens, turns off the computer when you are nearby, or receives phone calls or mail from someone you don't know.

**Cyber bullying can be a Class 1 misdemeanor, punishable by up to 12 months in jail and a \$2,500 fine.**

The Virginia Attorney General's Office is actively fighting identity theft. For questions or more information, call 1-800-370-0459.



## Kids Beware

### Seven Steps to Cyber Safety

**1. Set up privacy controls.** Restrict your social media profiles so they can only be seen by people you know in real life.

**2. Guard personal information.** Don't give out your address or date of birth.

**3. Pause before you post.** Make sure you only share PG-rated photos. Be very careful about what you put out there, because once it's public, you can never take it back.

**4. Do not engage in risky behaviors online.** This includes visiting X-rated sites, talking about sex, and interacting with online strangers.

**5. Do not meet with strangers.** Never agree to meet someone in person whom you've met online. If an online contact insists on a face-to-face meeting, notify a trusted adult immediately.

**6. Tell bullies to stop.** If someone is threatening you, sending obscene jokes or images altered to embarrass you, or even trying to get other people to harm you, you are being bullied. Block the bully from reaching you and tell a trusted adult.

**7. Report problems.** If you receive a mean, threatening or sexual message, tell a parent, counselor or law enforcement officer. Never retaliate or be a cyber bully yourself.



**Customer:** Shenandoah Valley Energy Partnership

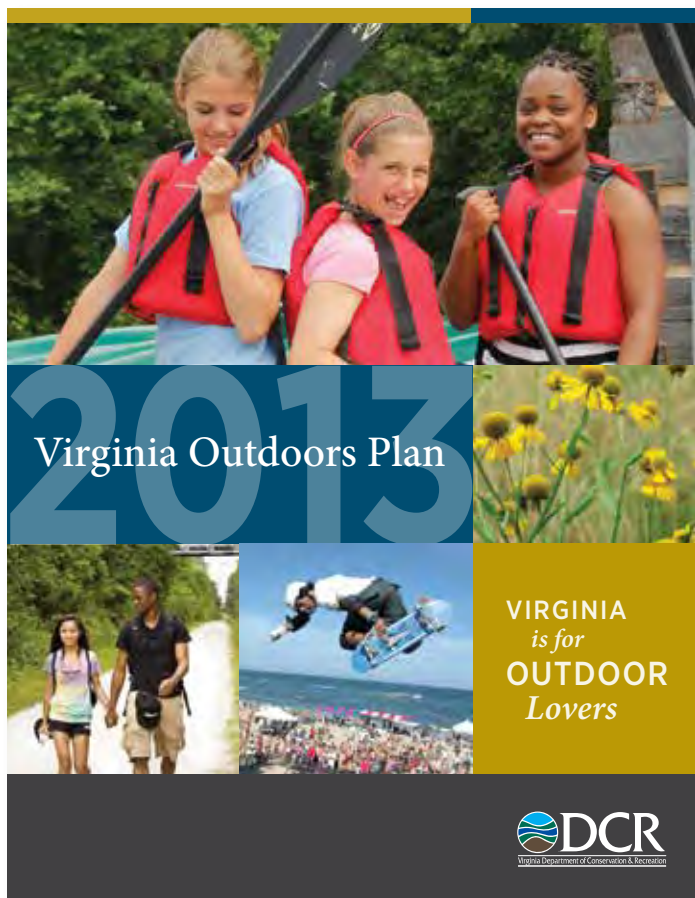
**Project:** New Program Brand Identity

**Products:** Logo and tagline, letterhead, brochure, presentation pocket folder, PowerPoint, banner stand, tabletop display and website

**Purpose:** To inform area workers about green energy training opportunities and encourage enrollment in to programs.



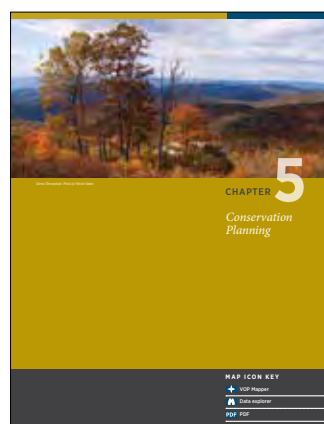




**Customer:** Virginia Department of Conservation and Recreation

**Project:** 2013 Virginia Outdoors Plan

**Purpose:** The state's comprehensive plan for land conservation, outdoor recreation and open-space planning. The 2013 edition is the 10th to be produced and the first to be completely paperless. It features a custom-built online mapping tool called VOP Mapper.



## CHAPTER 8

### Outdoor Recreation Programs

*"Turn resolutely to work, to recreation, or in any case to physical exercise till you are so tired you can't help going to sleep, and when you wake up you won't want to worry."*

— B.C. Forbes

Outdoor recreation opportunities are offered by a number of partners. Programs featured in this chapter would not be possible without partnerships with local, state and federal government, regional organizations and nonprofits, and private-sector businesses and citizens.

State agencies coordinate and initiate outdoor recreation opportunities on state lands across the Commonwealth. To meet public demand for outdoor recreation within the current economy, the collaborative integration of all sectors offering outdoor recreation is extremely important. Partnership programs that help meet Virginia's outdoor recreation needs:

- Trails and greenways
- Water access and blueways
- Historic and landscape resources
- Scenic resources
- Scenic rivers
- Scenic highways and Virginia byways
- Environmental education and natural resource interpretation

#### Trails and greenways

*"Life is like riding a bicycle. To keep your balance, you must keep moving."*

— Albert Einstein

Trails and greenways are a top priority for Virginia's outdoor recreation. In addition, trails, walking for pleasure and bicycling are gaining exposure and relevance in the movement to improve public health.

Since 1993, more than \$18 million in federal funds have been applied to Virginia trail projects through the Virginia Recreational Trails Program. This section discusses the vision and goals for a statewide trail network, why a connected network of trails is valued and what has been accomplished to further the network. The section concludes with information about local and regional trail planning and the design, construction, and maintenance of sustainable trails.

#### Recommendations for implementation

- Complete action items outlined in the **statewide trail action plan**.
- Develop sustainable statewide infrastructure for nonmotorized travel.
- Identify, fund and close the gaps in the statewide trunkline trail system.
- Develop a real-time trails data tool in collaboration with local governments, private sponsors and trail users.
- Provide the education and support needed for land managers to develop sustainable trails.
- Protect scenic views along statewide trail corridors.



Cyclists cross the bridge at High Bridge Trail State Park near Farmville. Photo by Jay Paul, courtesy of DCR.

## CHAPTER 8

### Outdoor Recreation Programs

#### Map 8.1 Statewide trails and connectors



#### Statewide trail vision and goals

In 2009, the Greenways and Trails Task Force outlined goals for Virginia's developing trunkline trail system. These goals advance the state's vision of "active communities and open space linked by trails and greenways that connect individuals, children and their families to nature and to each other."

- Goal 1:** Enhance access to the outdoors through the development of a trails network that promotes healthy recreation and connects citizens, including children and families, to Virginia's diverse open space and natural landscapes.
- Goal 2:** Improve linkages between communities and key tourist destinations in both rural and urban areas to promote regional outdoor recreation and heritage tourism initiatives, support local economies, and provide economic stimuli for small business startups and entrepreneurial expansion.
- Goal 3:** Create the foundation of a statewide system of interconnected open-space corridors through which trails traverse, in order to support long-term protection of Virginia's green infrastructure and the ecological services it provides.

**Goal 4:** Integrate trails as a critical component in Virginia's transportation infrastructure, in order to provide efficient and convenient nonmotorized connections to neighborhoods, schools, community facilities and employment centers.

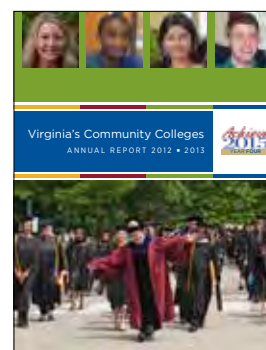
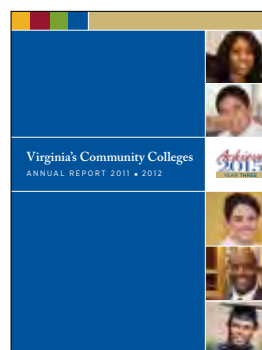
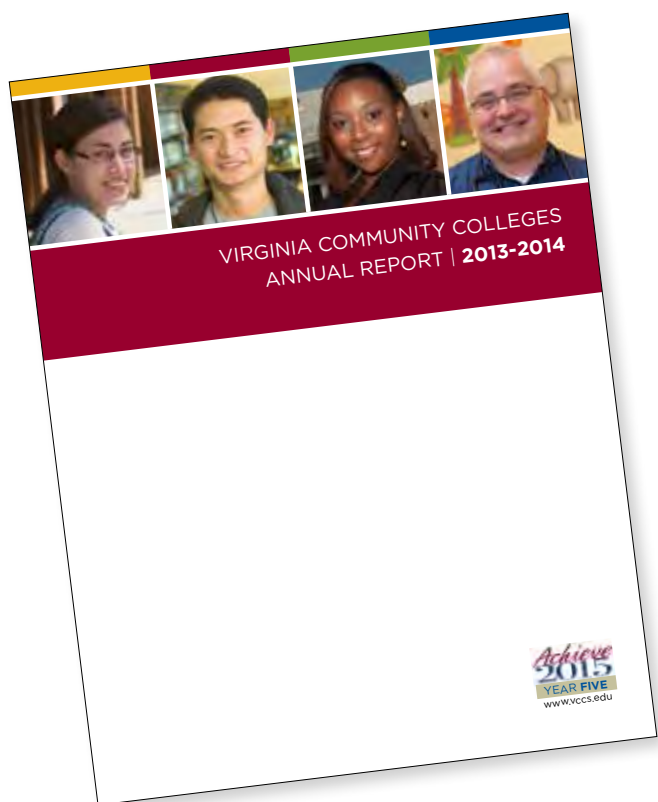
**Goal 5:** Educate citizens about the trail network's social, ecological, transportation and wellness benefits, and foster educational pursuits through environmental research, multicultural programs and outdoor classrooms.

#### Demand and values

Public health is a great reason to build trails, but it is not the only reason. Trails provide access to special places to reconnect with loved ones, watch wildlife and capture the photos that preserve these extraordinary moments. Areas that can only be reached by foot are increasingly valuable — and people are "voting with their feet." Demand for trails is higher than ever as these values are realized.

#### Feedback from Virginia Outdoors Demand Survey and public meetings

A mixture of multiuse and single-use trails, loop and stacked trails, and improvements at trailheads were mentioned as trail priorities during the statewide Virginia Outdoors Plan public meetings. Citizens identified trails as Virginia's highest recreation need in the 2011 Virginia Outdoors Demand Survey.



**Customer:** Virginia Community College System

**Project:** 2014 Annual Report

**Purpose:** To summarize the Achieve 2015 goals and document results. Includes a student success story from each Virginia Community College.

**Award:** Public Relations Society of America (PRSA) Capital Award of Merit in the 2011 and 2012, 2013 Annual Report category.




**ACHIEVE 2015 | GOAL**

**WORKFORCE**

Increase the number of employer-provided training and services to 13,000, with a particular focus on high-demand occupational fields.

This goal is important to Virginia because its community colleges were created in part to address Virginia's unmet needs. Since then, community colleges and employers have built a myriad of unique and customized partnerships that have attracted new companies and helped existing firms expand and compete in the global market. Creating more of those partnerships will play a key role in affirming Virginia's international reputation as a great place to do business.

	EMPLOYERS SERVED
TARGET	13,000
FY 2014	13,199
FY 2013	12,360
FY 2012	11,025
FY 2011	7,267
FY 2010	6,497

**ALEXANDRIA DIVINIE, LYNN EATON AND LAUREN HALL | PATRICK HENRY COMMUNITY COLLEGE**

**Welding girls make sparks fly**

In a career largely populated by men, some women might think twice about signing up. But three women enrolled in the welding program at Patrick Henry Community said they didn't have any second thoughts about their intended careers.

"My grandma is a welder, my dad is a welder and my brother is a welder – I've been around it my whole life," said Alexandria Divinie.

Divinie started at PHCC in 2010 when she came back through the Middle College program to earn her SED (General Education Development) certificate. She has already been certified in MIG (metal inert gas) welding and is working to gain other certifications.

First-year student Lynn Eaton said she was introduced to welding in her high school agriculture class and "just loved it." Eaton transferred to PHCC from Franklin County High School through the Great Expectations program.

Lauren Hall started at PHCC as a student in the human services program, but found it wasn't the right fit.

"I feel really comfortable; I thought it was going to be awkward and weird because I'm a girl, but everybody has treated me just the same."

"My mom always said I needed to find a trade because it was good for you," she observed.

Being the only three females in a class full of men could be intimidating to some, but Divinie said she feels like one of the guys.

"I feel really comfortable. I thought it was going to be awkward and weird because I'm a girl, but everybody has treated me just the same."

Dwight Bower, a welding instructor at PHCC, said Divinie, Eaton and Hall have been a joy to have in class.

"These girls are going to have promising careers. With the certifications they're earning, they can go anywhere in the nation!"

**Achieve 2015 YEAR FIVE**  
www.vccs.edu


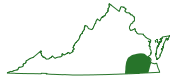



**Customer:** Virginia Department of Game and Inland Fisheries

**Project:** Series of Guides to the Frogs, Turtles, Bats and Snakes of Virginia

**Purpose:** Comprehensive educational guides about the wide variety of species including close-up photography, discription, habitat, and maps.



<p><b>Southern Chorus Frog / <i>Pseudacris nigrita</i> = (False locust – blackened)</b></p>   <p><b>Length (SVL):</b> 0.75 to 1.25 inches</p> <p><b>Identification:</b> A small, light tan or gray frog with small toe pads and a dark brown stripe extending from the snout down each side. A white line runs along the lip. On the back are usually three rows of broken stripes or blotches. Belly is whitish. Although this species is primarily nocturnal, it occasionally is found during the daytime. Because the call and appearance are very similar, the Southern Chorus Frog is often misidentified as an Upland Chorus Frog.</p> <p><b>Habitat and Breeding:</b> Typically found in wet or moist meadows, ponds, or sinkholes in or at the edge of pine woods. This species is also occasionally found in powerline corridors and logged areas. Breeding primarily occurs from late winter to early spring, occasionally into May. Around 150 eggs are deposited in small clusters attached to vegetation. Tadpoles metamorphose in 40-60 days.</p> <p><b>Call:</b> The call has been described as a cold or tired sounding Upland Chorus Frog, but the individual pulses of the trill of the Southern Chorus Frog can be counted.</p> <p><b>Note:</b> This species was first discovered in Virginia in 2003.</p>	<p><b>True Toads and Other Frogs</b></p> 
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# Food Safety and Glove Use



**Customer:** The Virginia Food Safety Task Force

**Project:** Food Service Area Glove Use Poster and Training Flier

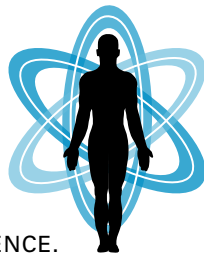
**Purpose:** To reduce the potential for food contamination due to improper use of disposable gloves. A simple diagram with icons illustrates the correct steps to apply, possible contamination and proper disposal.

Spanish and Chinese translation provided.

For display in public kitchens, break rooms and restrooms.



VIRGINIA DEPARTMENT OF  
**SOCIAL SERVICES**



DONATE YOUR BODY.  
LIVE ON THROUGH SCIENCE.

**Virginia State Anatomical Program**

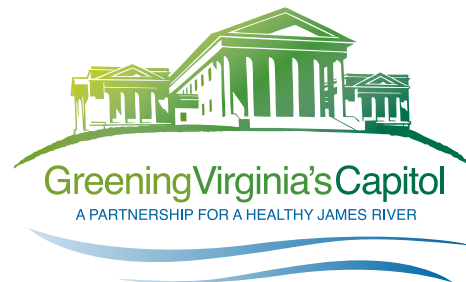


Assistive Technology Loan Fund Authority

PROVIDING HELP FOR A BETTER TOMORROW



**Virginia Department of  
Environmental Quality**



**Consider all phases of development**

Budget  
Time Frame  
Project Management  
Planning  
Research  
Writing  
Design  
Production  
Distribution  
Results

**Basic Steps in the Design Process**

Consultation and recommendations  
Estimated costs and approval  
Production schedule  
Research and concept development  
Copywriting or final approved copy from the agency  
Presentation of design options  
Revisions and agency approval of the final design  
Photography and/or illustrations  
Design and layout drafts for review  
Revisions and edits to layout and content  
Printing specifications and bids  
Final drafts for agency proofreading and approval  
Preparation of materials for awarded vendor  
Inspection of vendor production proofs  
Agency approval of vendor proofs  
Inspection of finished product  
Approval and processing of invoices